

//mission: to work with pro-active, creative people to develop socially responsible products, which enrich the community.



Over eight years in the digital space, and four years in Product Management. A digital product manager with a strong focus on planning, strategy, collaboration and social media. Business focused, with a passion for new, socially responsible digital products.

Excellent exposure to a range of technologies, including peer-to-peer (p2p), Ruby on Rails (RoR), MySQL and Drupal. Practiced and initiated agile software development processes for various projects, across multiple regions.

A pro-active, personable leadership style, coupled with a penchant for planning, problem solving and conflict resolution, resulting in enthusiastic, dedicated and engaged teams.

//strengths

- **Product roadmap and focus** – define product vision from which a roadmap can be articulated, taking into consideration key stakeholder requirements and environmental constraints.
- **Product specifications** – identify and document product requirements, from wireframes to mock-ups, including user stories and test cases.
- **Project management** – successfully manage resources, budgets and timelines.
- **Analytical and technical** – bridging the gap between cross-functional teams and key stakeholders, whilst providing insight into usage and user flows.
- **Customer and client focused** – employ effective negotiating and leadership skills to liaise with customers and clients to achieve core product and business goals.
- **Team management** – the ‘go to person’ with effective problem solving and conflict resolution skills.

//education

UNSW – BA Arts, Media and Communications, in Sociology with Distinction (WAM 82)
Graduated 11.07

Tafe NSW - Certificate IV Multimedia
High Achievement Award
Graduated 11.04

Martin College - Certificate IV Business Studies, major in PR and Marketing
Graduated 7.98

//technical skills

- Skilled in a variety of project and issue management tools
- Thorough understanding of a range of wire-framing tools and practices
- Excellent knowledge of MS Office, including Visio and Project
- Adept with various CMS, CRM and blogging tools
- Working knowledge of Adobe/Macromedia Suite (Dreamweaver, Photoshop, Flash, InDesign) and a range of audio and video editing packages
- Mac and PC proficient

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//professional experience

//3eep (sportspassion.com) - head of product development, 10.07 – now

Appointed Head of Product Development for SportsPassion, a socially oriented sports team management tool, to devise and implement a product roadmap, factoring in stakeholder requirements. During this time, SportsPassion's member base grew by 90% and 3eep was awarded "Fast Thinking! National Innovation Award for Digital". Working closely with strategic alliance partners, based in Australia, Germany and Canada, whilst managing outsourced development teams in Australia, Philippines and India, a range of products were released on the platform simultaneously.

- Developed effective business **processes** for all aspects of product development, tailored for a start-up environment, with **outsourced** developers.
- Re-architected the core **user experience**, re-focusing the product offering, resulting in **increased visitation** (+197%) and **pageviews** (+137%).
- Successfully managed multiple database migrations between alliance partners and the core platform, including **technical planning**, whilst keeping the user base well informed.
- Defined all **product specifications** in keeping with newly available technologies and **W3C best practices**, in addition to writing **test cases**, **design briefs** and conducting **focused research**.
- Produced and managed **marketing collateral**, including eDM's, competitions, promotional material and advertising.

"During 3eep's early stage business model evolution, Michelle has been professional, focused, adaptive to change and most of all consumer and community oriented Head of Products. I have the utmost respect for her as a colleague!" Nick Gonios, COO, 3eep

//tec - the executive connection (tec.com.au) - Digital Media Manager, 2.06 - 10.08

Initially contracted to provide solutions for the audio-editing department, the role quickly evolved to include management of all 'digital media', including multiple websites, intranets and CRM for the TEC community, a CEO mentoring organisation, with over 14,000 members (CEO's) worldwide.

- Defined all **product requirements** and **project managed** redesign of core site, including CMS.
- Aligned, improved and documented core **business processes** as part of the technology upgrades, providing recommendations to increase productivity.
- Successfully **created a private member site** used for small group discussions, event management, file storage and collaboration.
- Increased productivity of the audio department **reducing costs by over 38%** whilst managing the transition from 'tapes' and CD's to digital distribution.
- Developed an **interactive speaker database** for over 1000 speakers, from which TEC Chairs and staff could review and book required speakers.
- **Mentored and coached** staff and TEC Chairs, including **documenting online training resources**, providing one-on-one and group training (including in many cases basic computer literacy training), and 'train the trainer' guides for the TEC community's 70 plus TEC Chairs.
- Prepared and managed **digital marketing material**, in keeping with core branding and existing marketing collateral.

"Michelle's skills in project management really helped us take a great leap forward during her time with us as our Digital Media Manager. Professionally, she's proactive, diligent and delivers on time - everything you want. Personally, she's sociable, vivacious and was a great member of our team." J. Tunbridge, General Manager, TEC

"What I like about Michelle is her openness and ability to engage especially in explaining the working of media, making it simple for people to understand, especially for older generations. Michelle's approach to life is very refreshing with a thirst to discover cutting innovative approaches to her work." K. Wood, Chair, TEC

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//kazaa (kazaa.com) office manager and epa to ceo, 7.02 - 4.05

Managed the setup of both local and international offices for Kazaa, a high profile start-up, during which time the user base grew to over 70 million (over 22 million in US). Additional responsibilities included providing executive assistance to the CEO, assisting all departments, including legal, marketing, public relations, development and finance.

- Coordinated and participated in **brainstorming workshops** and conferences.
- Updated online **user guides** for core site.
- Liaised with **legal** teams to ensure appropriate materials were available for both US and Australian proceedings.
- Respond to member enquiries and **feedback**.
- Assisted the marketing team by creating **marketing collateral** and **online advertising**.
- **Improved productivity** by creating and managing an **intranet**.
- Managed the day-to-day administration, **human resources** and boosted morale.
- Coordinated and executed **crisis management plans**.

"Michelle is 150% dependable and detail focused. She learns fast and won't accept anything other than perfect."
P. Morle, CTO, Kazaa

"I met Michelle through this role and immediately found her to be both amazingly productive and with a wonderful attitude. The company's journey was challenging at best and Michelle really helped get the job done. She's smart, supportive and a great communicator. I wish her the best, and recommend her highly to everyone."
M. Liubinskas, Head of Marketing, Kazaa

//sega australia - tenant liaison officer and epa to ceo, 8.98 - 7.02

Initially engaged as office manager, the role quickly developed as the centre was populated with tenants in anticipation of the Sydney Olympic Games. As such, all marketing and public relations activities were carried out in conjunction with Sydney Harbour Foreshore Authority (SHFA) and SOCOG.

- Managed Sega World Sydney (Darling Walk) tenants including **contracts** and **conflict resolution**.
- Assisted with the creation of marketing collateral for **print, web** and **radio**.
- Received **media training** and assisted with media, legal and law enforcement enquiries.
- Monitored and provided **analytics** for foot traffic, **tracking and reporting** visitor numbers.

"Her willingness to absorb information in all forms, organise and catalogue it in a sensible accessible manner enables all the managers that relied on her so heavily to be effective and efficient." *N. Hemming, CEO, Kazaa / Sega-Au*

"Michelle met every challenge with loyalty and good humour." *D. Murray, CEO, Sega-Au*

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//relevant experiences

Product Mavens - <http://productmavens.posterous.com> (2009-now)

A product development focused Twitter meet-up group founded and managed by Michelle Rowan in conjunction with Denise Tung (Media Monitors). Product Mavens is dedicated to collaboration, mentorship and cross-pollenisation across industries, roles and passions.

BootUpCamp - <http://www.startup-australia.org/bootupcamp> (July 2009)

Provided coaching at the 'Focus' session at BootUpCamp (presented by Mick Liubinskas) – an intensive workshop for entrepreneurs, delivering a complete web business within two weeks.

"Michelle has a talent for managing product development. She massages all the ideas, challenges and roadmaps into a smooth running project to build great products. Great, focused products come from empathy and discipline. Michelle has an excellent balance of both and that makes her an invaluable team member". *M. Liubinskas*

Sociology Fieldwork in Fiji (Nov-Dec 2007)

Engaged in participant observation in Rambi Island, Fiji – living with the Banaban people whilst conducting focused research into cultural reproductions, focusing primarily on how signifiers of Banaban traditions inform cultural identity in the contemporary Banaban society.

Mature Age and UPP Mentoring at UNSW - www.counselling.unsw.edu.au (2006)

Provided mentoring to over 40 students at UNSW, assisting with study, employment, accommodation and general enquiries.

//references

- **3eep** - Rob Antulov (rob@3eep.com) or Nick Gonios (nick@3eep.com)
- **Kazaa** - Mick Liubinskas (mick@pollenizer.com) or Phil Morle (phil@pollenizer.com)
- **TEC** – Jason Tunbridge (jason@tec.com.au)

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[//productmavens.posterous.com](http://productmavens.posterous.com)

//tags

#actionsript #agile #analysis #anthropology #approachable #articulate #audioediting #cms #communication #community #confidentiality #cooking #creative #css #design #detailed #digital #documentation #dogs #energetic #ethical #film #ftw #fun #html #human #marketing #networking #organised #personable #pilates #privacy #process #productmanagement #production #projectmanagement #qualitative #research #quantitative #research #reporting #shotlist #social #socialmedia #sociology #specifications #startup #storyboarding #teamwork #techsavvy #the-go-to-person #travel #ui #usability #userstories #ux #vivacious #workflow #wysiwyg

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